



WFLX

ORDER

Print Date 08/21/12 Page 1 of 2

Flight Dates 08/23/12-08/29/12

Contract / Revision 811258 /

Original Date / Revision
08/21/12 08/21/12

Advertiser Crossroads GPS

Agency Mentzer Media Services

Buying Contact

600 Fairmount Avenue, Suite 306
Towson, MD 21286Product
CROSSROADS GPSAgency Com 15%
Billing Contact600 Fairmount Ave, Suite 306
Towson, MD 21286Sales Office H-DC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1955
Alt Order # 06289634Billing Type Cash
Order Type Political
Billing Cycle EOM/EOC
Billing Calendar BROADCASTDemographic A35+
Rev Codes Agency Political Pol-Issue
Product Codes PL20
Priority P 2
Advertiser RefPrimary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	13	\$8,461.75	\$9,955.00	0.00	07/30/12	08/26/12	13	\$8,461.75	\$9,955.00
September 2012	6	\$2,983.50	\$3,510.00	0.00	08/27/12	08/29/12	6	\$2,983.50	\$3,510.00
Totals	19	\$11,445.25	\$13,465.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	08/23/12	08/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	---TFSS	:30	8	\$585.00	P 2	0.00	NM	8	\$4,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---TFSS					8	\$585.00		0.00			
E 2	WFLX	08/24/12	08/24/12	Fri Hour 2 BONES	Comm	9-10P	----1--	:30	1	\$435.00	P 2	0.00	NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----1--					1	\$435.00		0.00			
E 3	WFLX	08/26/12	08/26/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$85.00	P 2	0.00	NM	1	\$85.00



WFLX

Print Date: 08/21/12

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Contract / Revision **811258** Flight Dates **08/23/12-08/29/12**

Hiatus Dates

Original Date / Revision 08/21/12/ 08/21/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product **CROSSROADS GPS**

Estimate # **1955**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFLX	08/26/12	08/26/12	FOX News Sunday FOX NEWS SUNDAY	Comm	9-10A	-----1	:30	1	\$85.00	P 2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----1	1		\$85.00		0.00						
E 4	WFLX	08/26/12	08/26/12	NFL Game (pre-season) NFC PRE-SEASON	Comm	4P-CC	-----3	:30	3	\$1,585.00	P 2	0.00	NM	3	\$4,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----3	3		\$1,585.00		0.00						
E 5	WFLX	08/27/12	08/29/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	MTW----	:30	6	\$585.00	P 2	0.00	NM	6	\$3,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTW----	6		\$585.00		0.00						
Totals														19	\$13,465.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WFLX</u>	Date: <u>8/21/12</u>
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

Crossroads GPS

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
	<u>WFLX #811258</u>				

Total Charges:	\$ <u>13465.00</u>	GROSS
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This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☒ an association;
 ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

5/17/12 _____ 703 535 3390
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted
 ☐ Accepted in Part
 ☐ Rejected

 Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 7/5/12

BUYER:	Emily Milhoan
AGENCY:	CROSSROADS MEDIA
ADDRESS:	66 CANAL CENTER PLAZA STE 555
PHONE #:	703-299-1760
FAX #:	703-2991761
OTHER:	

AVAILS FOR

COMMITTEE:	CROSSROADS GPS
CHAIRPERSON:	Steven Law
TREASURER:	Margee Clancey
ADDRESS:	1404 New York Ave. NW Washington DC 20005
PHONE #:	703 989 6167
FAX #:	
OTHER:	

FOR

CANDIDATE:	CROSSROADS GPS
OFFICE:	ISSUE
PARTY:	REPUBLICAN

DAYPARTS:	ALL
SCHEDULE DATES:	As ordered-LTC
COMMERICAL LENGTH:	:30'S/:60s
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	